SIKKIM

GOVERNMENT GAZETTE

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GOVERNMENT OF SIKKIM
FOOD SECURITY & AGRICULTURE DEV. DEPARTMENT

No. 24/Ag **Dated: 15.4.2005.**

NOTIFICATION

The Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India has taken up a Scheme - **" MASS MEDIA SUPPORT FOR AGRICULTURE EXTENSION"** with a view to inform and educate the farming community to meet the emerging challenges using Mass Media. The various components of the Scheme include transmission of agriculture relating programmes through Doordarshan Narrowcasting and Kisanvani Programmes of AIR. These programmes can successfully achieve their objectives only if there is a proper interaction between the Mass Media Authorities, Government Functionaries and targeted beneficiaries i.e farmers.

To facilitate this process the State Government is pleased to constitute a "State Level Agriculture Mass Media Committee" and "District Level Agriculture Mass Media Committee" as per the guidelines of Government of India as under: -

1. The State Level Agriculture Mass Media Committee:

1.	Secretary, Food Security & Agri. Dev. & Horticulture & Cash Crops Devlopment Department	-	Chairman
2.	Representative of AH,Livestock,Fisheries & VS	-	Member
3.	Representative of Rural Management & Dev, Department	-	Member
4.	Representative of Department of Cooperation	-	Member
5.	Representative of Department of IPR	-	Member
6.	Representative of State Level Doordarshan	-	Member
7.	Representative of Food Security & Agri. Dev, Department	-	Member
8.	Representative of Horticulture & Cash Crops Dev, Department	-	Member
9.	Representative of Soil & Water Conservation	-	Member
10.	Representative of Fisheries (AH,LIV. Fisheries & VS)	-	Member
11.	Representative of State Level All India Radio	-	Member
12.	Representative of Department of Forest	-	Member
13.	Representative of Lead Bank (Apex)	-	Member
14.	A women representative nominated by Chairman	-	Member
15.	Representative of Plant Protection Centre (GOI) in State	-	Member
16.	Representative of G,B, Pant Institute for Envir. & Him. Dev,	-	Member

17.	Representative of Spices Board, GOI	-	Member
18.	Director. Food Security & Agri. Dev. Department	-	Member Secretary

Mandate of the State Level Committee

1. Approve the policy and broad guidelines for content creation for the LPTs/ HPTs and FM stations of All India Radio.
2. Lay down the broad guidelines indicating the direction in which content creation should be done for each month.
3. The committee would review the content broadcast over the last month and suggest changes and modifications in the format and the substance.
4. The committee would also review the reports sent by the district level committees.
5. The committee would submit a quarterly report to the Apex Committee on the activities for the quarter. A consolidated report together with their observations on the reports sent by the district committees shall form a part of the report. The report shall also include the suggestions given to the broadcaster and action taken on the same.

II. The District Level Agriculture Mass Media- Committee:

1.	District Collector	-	Chairman
2.	Joint Director of AH. & LIV,Fisheries & VS.	-	Member
3.	District Development Officer of R M& Dev.Department	-	Member
4.	Joint Director of Department of Cooperation	-	Member
5.	DIO of Department of IPR	-	Member
6.	Representative (Programme Head) of State Level Doordarshan-	-	Member
7.	Joint Director of Horticulture & Cash Crops Dcv. Department	-	Member
8.	Joint Director of Soil & Water Conservation	-	Member
9.	Joint Director of Fisheries (AH,LIV.Fisheries & VS)	-	Member
10.	Programme Head of State Level All India Radio	-	Member
11.	DFO of Department of Forest	-	Member
12.	Asstt. Lead Bank Officer of Lead Bank (Apex)	-	Member
13.	A women representative nominated by Chairman	-	Member
14.	Zilla Adhakshya of Zilla Parishad	-	Member
15.	One Farmer to be nominated by Chairman	-	Member
16.	One representative from local NGO to be nominated by Chairman	-	Member
17.	Representative of KVK	-	Member
18.	Joint .Director (Food Security & Agri. Dev. Department)	-	Member- Secretary

Mandate of the District Level Committee

1. The Committee would formulate a monthly guideline for production of content which is of relevance to the area under the range of the transmitter.
2. The committee would review the programmes that have been broadcast over the last one month and suggest changes that may be necessary.
3. Incase of a crisis situation or a situation that the Chairman feels needs a daily Media Intervention the committee will make suggestions at such intervals as may be necessary to address the crisis.
4. The committee will send quarterly reports to the State level committee indicating the activities undertaken during the last month, the suggestions made and the action taken on the same.

BY ORDER

SECRETARY
FOOD SECURITY & AGRI. DEV. DEPARTMENT

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